

M A S T E R   P L A N  

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Haynie-Sirriner Neighborhood



**Greenville, South Carolina  
March 2002**

**The Lawrence Group Town Planners &  
Architects  
Overstreet Studio  
Kubilins Transportation Group  
ColeJenest & Stone**

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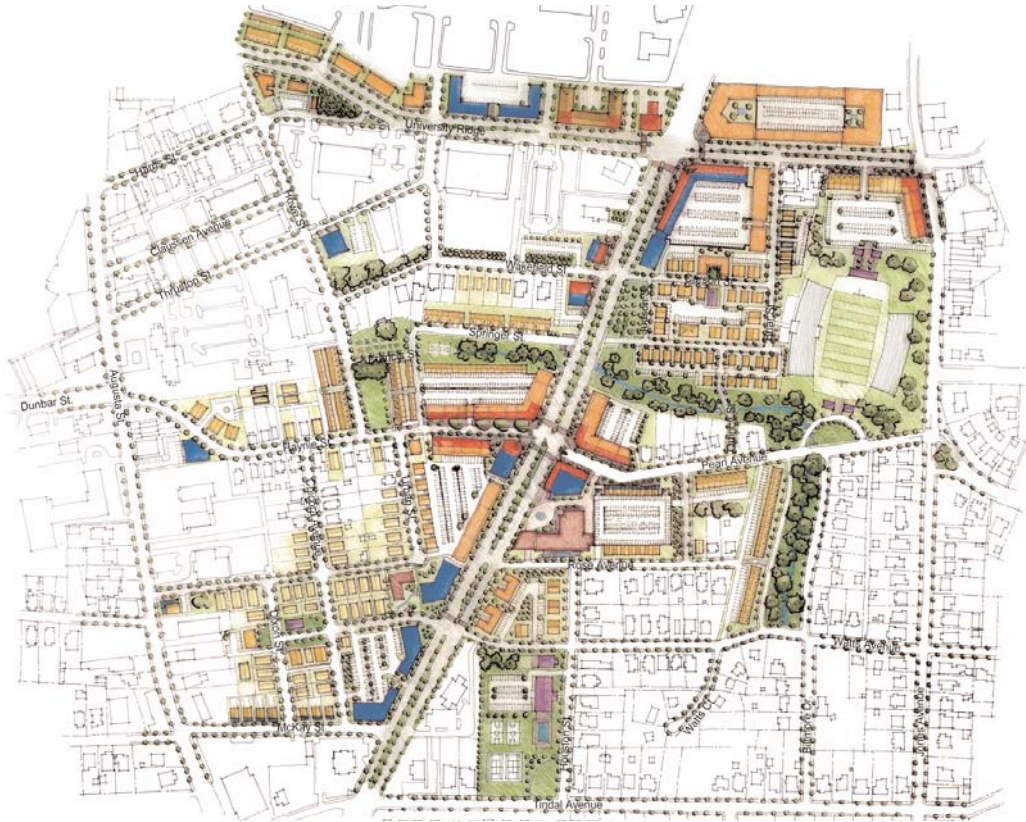
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## Executive Summary

### Haynie-Sirrine Master Plan

Beginning on August 22, 2001, the City of Greenville, in partnership with a joint venture of interested property owners, real estate agents, and developers commissioned a public design workshop, or charrette, to create a master plan for the redevelopment of the neighborhood. The ideas of residents, property owners, merchants, government agencies, and interested investors were collected during the five-day process. Designers met daily with participants and used their input to create the master plan.

Based on this plan, the primary focus of the neighborhood will be a new “Neighborhood Center” located at the intersection of Church Street and Haynie Street/Pearl Avenue. A series of three and four story mixed-use buildings are envisioned in this area, creating an 18-hour environment where residents can live, work, and shop. A critical component of the plan is the improvement of Church Street to a tree-lined, median divided boulevard with wide sidewalks along each side. This new pedestrian-friendly environment will help to stimulate reinvestment along its frontage as well as within the neighborhood.

In addition, over 20 different redevelopment opportunities are depicted in the plan. These include a new park

and related residential development in memory of Miss Ellie Mae Logan, a parkway along a resurrected creek adjacent to Biltmore Avenue, and live-work or other similarly scaled mixed-use buildings across from the 8 O’Clock superette. In addition, prime office and/or residential buildings with perhaps the best views of the City at the corner of University Ridge and Church Street, and the development of various housing types for a diverse population, are proposed.

A central component of the Plan is the preservation of affordable housing in the area. A number of different strategies will need to be employed to ensure long-term affordability, including public investment, land trusts, and non-profit housing agency involvement. The renovation of existing homes is an important part of this strategy as the architectural features of these homes sets the standard for the construction of new housing units.

Though implementation of the Plan will primarily be market-driven, the City will need to develop programs and incentives to ensure that there is a long-term affordable housing component and work with other agencies to make the necessary public improvements. Such program should build on the backbone of current City programs including the Emergency Repair Program for long-time homeowners and the Rental Rehabilitation Program that assists property owners in maintaining affordability while rehabilitating rental units.

The estimated private investment opportunity of nearly \$90 million is leveraged against a total public investment of approximately \$10 million. Even if the full improvements to Church Street are not completed, there still exists \$50 million in viable, private investment.

The final Master Plan includes a new zoning overlay code with standards for the design of buildings, streets, and open spaces keyed specifically to the Master Plan.

## Executive Summary

## Principles of Inner City Development

(Source: Congress for the New Urbanism Inner City Task Force)

*Citizen and Community Involvement:* Engage residents, neighbors, civic leaders, politicians, bureaucrats, developers, and local institutions throughout the process of designing change for neighborhoods.

*Economic Opportunity:* The design of neighborhood development should accommodate management techniques and scales of construction that can be contracted to local and minority businesses.

*Diversity:* Provide a broad range of housing types and price levels to bring people of diverse ages, races, and incomes into daily interaction – strengthening the personal civic bonds essential to an authentic community.

*Neighborhoods:* Neighborhoods are compact, pedestrian-friendly, and mixed-use with many activities of daily life available within walking distance. New development should help repair existing neighborhoods or create new ones and should not take the form of an isolated “project”.

*Infill Development:* Reclaim and repair blighted and abandoned areas within existing neighborhoods by using infill development strategically to conserve economic investment and social fabric.

*Mixed Use:* Promote the creation of mixed use neighborhoods that support the functions of daily life: employment, recreation, retail, and civic and educational institutions.

*City-wide and Regional Connections:* Neighborhoods should be connected to regional patterns of transportation and land use, to open space, and to natural systems.

*Streets:* The primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use. Neighborhoods should have an interconnected network of streets and public open space.

*Public Open Space:* The interconnected network of streets and public open space should provide opportunities for recreation and appropriate settings for civic buildings.

*Safety and Civic Engagement:* The relationship of buildings and streets should enable neighbors to create a safe and stable neighborhood by providing “eyes on the street” and should encourage interaction and community identity. Provide a clear definition of public and private realms through block and street design that responds to local traditions.

*Dwelling as Mirror of Self:* Recognize the dwelling as the basic element of a neighborhood and as the key to self-esteem and community pride. This includes the clear definition of outdoor space for each dwelling.

*Accessibility:* Buildings should be designed to be accessible and visitable while respecting the traditional urban fabric.

*Local Architectural Character:* The image and character of new development should respond to the best traditions of residential and mixed-use architecture in the area.

*Design Codes:* The economic health and harmonious evolution of neighborhoods can be improved through graphic urban design codes that serve as predictable guides for change.

## Key Recommendations

- Upgrade Church Street to a four-lane, median-divided boulevard with street trees and wide sidewalks;
- Encourage the construction of a wide variety of housing throughout the neighborhood;
- Concentrate the intensity of use in the neighborhood center at Church Street and Haynie Street/Pearl Avenue to create a vibrant environment for living, working, and shopping;
- Ensure long-term affordable housing using a variety of strategies including public investment, land-trust, and non-profit involvement;
- Leverage public funding with key infrastructure investments including street improvements and parking facilities;
- Use natural features including the historical springs and streams as amenities for the entire neighborhood to enjoy;
- Create public spaces including parks, greenways, and plazas that are well-used and safe.

Executive  
Summary